

U.S. Army Recruiting Command

Enlistment Benefits

Active Army

- Enlistment bonuses totaling up to \$40,000
- Up to \$65,000 to repay qualifying student loans
- Up to \$4,500 a year in tuition assistance while serving

Army Reserve

- Enlistment bonuses totaling up to \$20,000
- Mobilization stabilization while in college (ECS)
- Up to \$50,000 to repay qualifying student loans
- Up to \$4,500 a year in tuition assistance while serving

USAREC Change of Command

Lt. Gen. Benjamin C. Freakley, the Commanding General, U.S. Army Accessions Command and Fort Knox, will host the Change of Command of the U.S. Army Recruiting Command from Maj. Gen. Donald M. Campbell Jr. to Maj. Gen. David L. Mann at 10:30 a.m. February 17 on Brook Field at Fort Knox, Ky.

Maj. Gen. Mann and his wife, Robyn, come to the Recruiting Command from his previous assignment as the Commanding General, 32d Army Air and Missile Defense Command, Fort Bliss, Texas.

Maj. Gen. Campbell's follow-on assignment has not yet been announced.

AAC Public Affairs Guidance on Don't Ask/Don't Tell

For the latest Department of Defense and Department of the Army Public Affairs Guidance on Don't Ask/Don't Tell, please consult with your Brigade or Battalion Advertising and Public Affairs Office.

Refer all news media queries on Don't Ask/Don't Tell to Ms. Cynthia Smith, Department of Defense Public Affairs, at 703-697-5135.

- Recruiting success continues as we enter FY11, but the Army and the nation still face challenges as we recruit for the All-Volunteer Force.
- We are recruiting during a period of persistent conflict.
- We have seen increased youth propensity to enlist; however, parents have concerns about risk.
- Historically, an increase in unemployment has resulted in an increase in Army enlistments.
- Fewer than 3 of 10 17-24 year old youth are fully qualified.
- One in five youth fail to graduate high school
- Increased obesity rates among our nation's youth – one in five youth 12-19 years old currently overweight, compared to 1 in 20 in the 1960s. Projected to grow to 1 in 4 by 2015.
- Public support to Soldiers remains strong. However, need more Americans to: Step forward and serve.
- Support a youth's decision to join the Army.
- Not just an Army challenge – A challenge for the nation... How can you help?

Key Messages

Fiscal Year 2011 Achievements: As of the end of January, we have recruited (accessed) 21,485 Soldiers for the active Army against a year to date goal of 21,000 (102.3%) and 6,538 Soldiers for the Army Reserve against a year to date goal of 6,480 (100.9%).

Fiscal Year 2010 Accomplishments: Active Army 74,577/74,500 (100.1%); Army Reserve 17,046/17,000 (100.3%)

Fiscal Year 2011 Missions: Active Army 64,000*, Army Reserve 19,320** * Reduced from 67,000 in January ** Army Reserve mission includes 320 OCS

Produced by the USAREC G7/9 Public Affairs Division - February 9, 2010

These key messages are provided to help Recruiting Command personnel respond to questions from the general public and the news media. For current key messages and additional talking points, go to the G7/9 Page on the USAREC Intranet Portal or call (502) 626-0167/0164. This product is also available online at www.usarec.army.mil.

Year of the Station Commander Website: <http://www.usarec.army.mil/hq/apa/stationcommander.htm>

Station Commanders of the Quarter 1st QTR FY11

1st Bde - SFC Michael R. Hartzell, Charlottesville Stn, Beckley Bn
2nd Bde - SFC Angela Kennedy, Oxford Stn, Montgomery Bn
3rd Bde - SFC Anthony C. Vanbroekhuizen, North Des Moines Stn, Minneapolis Bn
5th Bde - SFC Thomas McCarter, Lawton West Stn, Oklahoma City Bn
6th Bde - SFC Bouthavy Malapha, Azusa Stn, Los Angeles Bn
MRB - SFC Brian Marvin, SORB

The latest news and information on the "Year of the Station Commander" can be found on the new website listed below. Be sure to regularly check the USAREC Facebook page for more on the program as well.

Year of the Station Commander

African-American History Month

The theme for this year's African-American history month is "African-Americans and the Civil War." Department of the Army has a website (see below) with useful information and profiles of notable African-American leaders than can assist you with presentations.

www.army.mil/africanamericans

Full details can be found in USAREC Message 11-086.

OCS Age Change

The maximum age for Active duty and Reserve OCS candidates has been raised from 29 to 37 for new recruits, and 35 for those already in service. All new non-prior service applicants must be able to graduate OCS prior to their 37th birthday to be considered.

USAREC Commanding General's Enduring Priorities

The command will succeed or fail as a Team.

None of us can do this alone. Teamwork is key to continued success.

Quality of life

The quality of life of USAREC Soldiers, Civilians and Families is every bit as important as the annual recruiting mission. We take care of our people; they take care of the mission and our Team becomes stronger.

Discipline with Army Values

As the Army's trusted ambassadors to the American public, recruiters must be disciplined and adhere to the Army Values and Warrior Ethos at all times.

Communicate and enforce standards

Standards must be clearly communicated and enforced at every level of the command. Adherence to standards is the hallmark of a quality organization.

Transformation

Pinnacle Implementation and the Human Resources Center of Excellence - Developing and integrating best practices in recruiting to move us forward into the future, constantly improving our organization and embracing transformation as a way of life.

USAREC Vision Statement

"America's Army Starts Here"

An All-Volunteer Team Sustaining an All-Volunteer Army – A Mutually Supporting Relationship with Families & Communities Enabled by a Network of Shared Knowledge Using Leading Edge Technologies & Premier Recruiting Practices.

Did You Know?

- In 2009, Soldiers held 50,927 associate degrees, 66,032 bachelors, 22,896 masters, and 1,129 doctorate degrees.
- An average of 335 degrees were awarded to Soldiers each month in 2009.